

A COMPARISON OF ATTITUDES TOWARD  
SUCCESS CATEGORIZED BY  
INCOME LEVEL

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Bachelor of Arts

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1973

Submitted to the Faculty of the Graduate College  
of the Oklahoma State University  
in partial fulfillment of the requirements  
for the Degree of  
MASTER OF SCIENCE  
May, 1982

Thesis  
1982  
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#### ACKNOWLEDGMENTS

The writer wishes to express gratitude to all who have made this study possible. Sincere appreciation is expressed to Dr. Wayne James, major adviser, whose guidance and encouragement were of great help throughout the study and to Dr. John Baird and Dr. Gene Smith who served as members of the committee. Special thanks is given to Regina Russell, wife of the writer, for being so understanding and encouraging throughout the study.

## TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION . . . . .	1
Purpose of Study. . . . .	1
Background of Problem . . . . .	1
Statement of Problem. . . . .	2
Research Questions. . . . .	3
Limitations of Study. . . . .	3
Assumptions of Study. . . . .	3
Definition of Terms . . . . .	4
Organization of Study . . . . .	5
II. REVIEW OF LITERATURE . . . . .	6
Defining Success. . . . .	6
Self-Esteem . . . . .	9
Maslow's (1954) Hierachy of Needs . . . . .	10
Adults Searching for Meaning. . . . .	12
The Importance of Attitudes . . . . .	13
Conclusion . . . . .	15
III. METHODOLOGY. . . . .	16
Introduction. . . . .	16
Description and Selection of Subjects . . . . .	16
Creation of the Interview Schedule. . . . .	17
Collection of Data. . . . .	17
Analysis of Data. . . . .	17
IV. PRESENTATION OF FINDINGS . . . . .	19
Question 1: Individual Definitions of Success . . . . .	20
Question 2: Do You Feel You Are A Success?.. . . .	22
Question 3: Past Experiences Versus Destiny . . . . .	22
Question 4: Components of Success . . . . .	23
Question 5: Components People Lack. . . . .	25
Question 6: Plan To Fail or Fail To Plan. . . . .	26
Question 7: Specific Goals. . . . .	27
Question 8: Cowardice or Conformity . . . . .	27
Question 9: Fear of Criticism . . . . .	28
Question 10: Men That Don't Think. . . . .	29
Question 11: Low Aim . . . . .	29
Question 12: We Are Where We Want To Be. . . . .	30
Question 13: Must Help Others. . . . .	31
Question 14: Things That Prevent Success . . . . .	32

Chapter	Page
Question 15: Wealth or Success. . . . .	32
Question 16: More Money . . . . .	34
Question 17: Earn A Lot of Money. . . . .	35
Question 18: Unprepared for Retirement. . . . .	35
Question 19: Circumstances Will Be Given. . . . .	36
Question 20: Progressive Realization. . . . .	37
Question 21: The Fear of Loss . . . . .	38
Question 22: Things We Value. . . . .	38
Question 23: Self-Motivating Techniques . . . . .	40
Question 24: Significant Differences. . . . .	40
Observations . . . . .	42
Summary. . . . .	42
V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS. . . . .	44
Introduction . . . . .	44
Summary. . . . .	44
Conclusions. . . . .	45
Recommendations. . . . .	45
SELECTED BIBLIOGRAPHY. . . . .	47
APPENDIX . . . . .	49

## LIST OF TABLES

Table	Page
I. Demographic Information on the Subjects of the Study. . . .	20
II. Responses by Income Group to Definition of Success. . . . .	21
III. Responses by Income Group to Question about Feeling Successful. . . . .	22
IV. Responses by Income Group to Question Concerning What Determines Success. . . . .	23
V. Responses by Income Group to Question Related to the Most Important Component of Being a Success. . . . .	24
VI. Responses by Income Group to Question Concerning Components of Success Most People Lack . . . . .	25
VII. Responses by Income Group to Statement That Most People do not Plan to Fail, They Just Fail to Plan . . . . .	26
VIII. Responses by Income Group Concerning Specific Goals . . . .	27
IX. Responses by Income Group to Statement That the Opposite of Bravery is not Cowardice but Conformity. . . . .	28
X. Responses by Income Group to Statement That Most People Fail at New Ideas Because of the Fear of Criticism. . . .	28
XI. Responses by Income Group to Statement That the Reasons Men do not Succeed is That They Simply Don't Think. . . .	29
XII. Responses by Income Group to Statement That It is not Failure but Low Aim That is the Crime in Life . . . . .	30
XIII. Responses by Income Group to Statement That We Are Where We Are Because We Want to be There . . . . .	31
XIV. Responses by Income Group to Statement That to be Truly Successful, A Man Must Help Others be Successful. . . . .	32
XV. Responses by Income Group to Question Concerning Things That Prevent Success. . . . .	33

Table		Page
XVI.	Responses by Income Group to Questions Concerning Whether Wealth or Success is Stressed More in Our Society . . . . .	33
XVII.	Responses by Income Group to Question Relating to Belief That Additional Money Will be Made Every Year . . . . .	34
XVIII.	Responses to Statement by Income Group that You can Earn a Lot of Money Only After You are Successful. . . . .	35
XIX.	Responses by Income Group to Question Concerning Reasons for People not Being Prepared for Retirement. . . . .	36
XX.	Responses by Income Group to Statement Concerning People Who Fail Believing That Circumstances Will be Such That They Will not Have to Search for Ways to Become Successful. . . . .	37
XXI.	Responses by Income Group Related to Definition of Success as Progressive Realization of a Worthy Ideal. . . . .	38
XXII.	Responses by Income Group to Perception of Success as Related to Fear of Loss Greater Than the Hope of Gain. . . . .	39
XXIII.	Responses by Income Group to Statement That Things Paid for are Valued More Than Things Given . . . . .	39
XXIV.	Responses by Income Group to Question Relating To Self- Motivating Techniques . . . . .	41
XXV.	Responses by Income Group to Perceptions of Self- Motivating Techniques Making a Difference . . . . .	41



## LIST OF FIGURES

Figure	Page
1. What Employees Really Want. . . . .	2
2. Maslow's Hierachy of Needs. . . . .	10

## CHAPTER I

### INTRODUCTION

For many years, success has been thought of as money or power: but, recently the definition of success has been broadened to include several other things, fulfilling one's potential, creating free time for recreation, and leading a life based on human dignity in these modern days. People are beginning to redefine and rethink their values and attitudes toward success.

#### Purpose of Study

To compare the attitudes people have toward success categorized by income level so that insight is offered into how a person can become more successful regardless of what income category applies.

#### Background of Problem

In a study of 80,000 business people, the American Management Association (AMA) discovered that an overwhelming 83 percent of the businessmen and women in the AMA agreed they had changed, or were changing, their attitudes about achievement and success (Brothers, 1980). The definitions of success as it applies to each individual is changing in our country.

Lots of things included in definitions of success today probably would have been ignored--or considered frivolous and inconsequential--in earlier periods. Such things as

'job challenge', the ability to find self-expression, the need to feel one is contributing to something worthwhile that will serve mankind, or the need for free time to fulfill other potentials are goals that would have seemed very foreign to the concept of success held by most of our great grandfathers. But they're extremely important to people today (Brothers, 1980, p.27).

Also, there are many misconceptions about what people think they really want in success, and what they think others want. Figure 1 is an example of how there is a difference between what managers think employees want from an occupation, and what employees actually say they want (one is most desired, ten is least desired). Employers believe employees want a secure job with good pay as their two most important factors but employees say that they actually want interesting work with full appreciation of work being done.

#### Statement of Problem

Only limited information exists on the attitudes people have toward success and how these attitudes influence their degree of success.

<u>What Managers Think Employees Want</u>		<u>What Employees Really Want</u>
1	Good Pay	5
2	Job Security	4
3	Promotion and Growth	6
4	Good Working Conditions	7
5	Interesting Work	1
6	Tactful Discipline	10
7	Loyalty to Employees	8
8	Full Appreciation of Work Done	2
9	Help with Personal Problems	9
10	Feeling of Being In On Things	3

Source: Kovich (1980).

Figure 1. What Employees Really Want

People do not always understand what is important to themselves and how they possibly could go about obtaining what it takes to become successful in what they are trying to achieve. The study of success requires further research than is presently being conducted.

#### Research Questions

These following questions will be answered:

1. Do individuals at different economic levels perceive success in different ways?
2. What factor or factors distinguish the highly successful from the less successful using economic criteria?

#### Limitations of Study

The limitations of the study were:

1. Because of the use of the interview method, the number of interviewees was small.
2. The majority of those interviewed were from the Oklahoma City area although some were from North Carolina and Florida.
3. The limitations inherent in the use of interviews apply in this study.
4. Subjects interviewed were all known to the researcher; therefore this study does not exhibit random sampling.

#### Assumptions of Study

1. People were honest in their answers.
2. The definitions of success are adaptable to each individual's makeup and his motivation toward future accomplishments.

3. There exists a relationship between how a person perceives success and how he develops motivation to achieve his own success.

#### Definition of Terms

The following definitions were used in this study:

Success: According to Webster (1977), success is the favorable termination of a venture or the attainment of wealth, favor or eminence. According to Hill (1937) and later Store (1960) success is broadened to include the "doing" of a task and not just the end result of a task. This "doing" includes the person's attitudes toward the task and himself.

#### Motivation:

Motivation is that which induces action or determines choice. It is that which provides a motive. A motive is the 'inner urge' only within the individual which invites him to action, such as an instinct, emotion, habit, impulse, desire, or idea. It is the hope or other force which starts the individual in an attempt to produce specific results (Stove, 1981, p. 6).

Socio-Economic Levels: The combination of social and economic considerations that provide class distinctions in a society. According to Porter (1981), there are three main Socio-Economic classes in our society today. Individuals that earn less than \$15,000 a year can be categorized as being in the subsistence level. Individuals that earn between \$15,000 and \$60,000 can be categorized as being in the large middle class. Also those individuals that earn more than \$60,000 can be categorized as being affluent.

Work: According to Webster (1977), work is the labor, task or duty that affords one his accustomed means of livelihood.

It is about a search, too, for daily meaning as well as daily bread, for recognition as well as cash, for astonishment rather than torpor; in short, for a sort of life rather than a Monday through Friday sort of dying. Perhaps immortality, too, is part of the quest. To be remembered was the wish, spoken and unspoken, of the heroes and heroines of this book (Terkel, 1974, p. xiii).

### Organization of Study

Chapter I introduces the study, presents background information on the changing definitions of success along with the problem of the study, the purpose of the study, research questions to be answered, limitations of the study, assumptions of the study and definition of terms. Chapter II includes a review of related literature concerning Bolles' (1981) agricultural model; Terkel's (1974) Working, the envy of the rich; Bolles' (1981) appropriate environment, basic attitudes toward money, self-esteem and the self-esteem of the very rich; Maslow's (1954) Hierachy of Needs including self-actualization; adults searching for meaning including Frankl's (1963) logotherapy, the improved communication of Carnegie (1952); the philosophy of achievement developed by Hill (1960) and later by Stone (1972) and the success teachings of The Bible (1972). Chapter III reports the procedures utilized in this study, including a description and selection of subjects, creation of the interview schedule, collection of data, and analysis of data. Chapter IV discusses each question in detail and concludes with the observations. Chapter V includes a summary and conclusion of the study and implications for further study.

## CHAPTER II

### REVIEW OF LITERATURE

#### Introduction

Success has many areas of literature that apply. This chapter reviews the literature in the following areas:

1. Defining Success,
2. Self-esteem,
3. Maslow's (1954) Hierachy of Needs,
4. Adults Searching for Meaning,
5. The Importance of Attitude.

#### Defining Success

. . . one problem with the definitions of success that are floating around today is that essentially they are modeled after technology and machines. I believe we need to get rid of the industrial models that so dominate the way in which we think and talk about ourselves in the world of work, and the success that flows from that. We need to stop thinking of ourselves as being 'plugged in' or 'turned on' to situations. We should relate instead to an agricultural model.

The agricultural model is that of a plant and the kind of climate in which it will grow. There are plants that are made to grow in the desert, like cacti, that would be disasters if you put them up 10,000 feet in the Rockies. And there are plants that will flourish at 10,000 feet in the Rockies that would die if you put them in the desert. Therefore, success for the cacti is to find the desert, and success for the others is to find the Rockies (Bolles, 1981, p. 55).

Bolles (1981) is a noted author in the field of career placement. His work on the "agricultural model" has offered new insight into perceptions of work. A person needs to realize how important work is to his self-esteem, personal worth and self-satisfaction, as well as the financial considerations, according to Bolles. A person spends over one-half his waking life in preparing for work, actually working, or recovering from work. Work is important to our whole emotional makeup for many reasons, and should be recognized for what it does to us (Bolles, 1981).

In Working, Terkel (1974) explores many occupations and how each person he interviewed accepted work and how it affected his attitude toward work and success. Part of the thrust of the book was to see how people accept what they are doing in their work, and whether they are making efforts to improve their situations. Many times in the book he gives examples of how work is important to these people, even in low status, low paying jobs. Even the ones who are rich or free from the need to work, expressed thoughts that a sense of belonging and a sense of accomplishment were important to them.

Terkel (1974) also showed how some people who do not have the material things in life (the restricted definition of success) feel envious and confused of those who do have these things. How we perceive success is not always realistic or accurate for us. "Richard Corey" was a popular poem written in the 1800's by E.A. Robinson, and made even more famous by Simon and Garfunkel in the 1960's. The poem dealt with how poor people of a town envied the rich man of the town, Richard Corey. These people perceived success to be money and power. These same people could not understand why Richard Corey committed suicide. The suicide



rate of the wealthy, rich and famous is high. The deaths of Elvis Presley, Freddie Prince, Marilyn Monroe, and others may indicate that to be rich and famous is not enough to be a successful person (Bolles, 1981).

A person looks at someone who is successful and says, 'Wow, he's got all this money, he's got two cars, he's got this and that, he's got it made.' It may not be, too--if we talk to the person, we may find out these things have made his life miserable. However, if we look at his possessions and they say they are the mark of success, all we've said is that the person is in the climate in which he thrives best. But when we take that person as a model and say, therefore, it worked for him, it should be my idea of success, we are totally ignoring the issue of appropriate environment (Bolles, 1981, p. 55).

Essential to a broader definition of success is a more wholesome attitude toward money. Many times an attitude toward money is that it is the reason for greed, dishonesty and many of the things that are wrong with society.

A more mature attitude toward money is important to the understanding of success. Money should be thought to be a useful tool, instead of something to obtain at all costs. Money is not the root of all evil, the love of money is, according to The Bible (1 Timothy 6:10). Money can do many good things (Sill, 1966, p. 165).

1. Money is the medium that we exchange for things.
2. It is planning an industry made negotiable.
3. It is perserved labor.
4. It is stored-up accomplishment.
5. It is food, clothing and education.
6. It is comfort and peace of mind for elderly people.
7. It may serve as the thermometer of our industry.
8. It may be used as the scorecard for at least one branch of our success.
9. It builds churches and fosters righteousness.
10. It has helped win wars and preserve national security.
11. It has built comfortable homes and high educational standards.
12. It fosters research and helps to build up our national health.
13. Through money, we may contribute to the welfare of other people.
14. By its proper use, we can multiply our own usefulness (Sill, 1966, p. 165).

Paramount in having a healthy attitude toward success is the appropriate and stable position of an attitude toward money. Money does many good things when it is used in a healthy way and not when it dictates advantages we can take over others (Sill, 1966).

### Self-Esteem

Beyond the basic necessities, a person can then reach for the other forms of success. Self-esteem is very important in understanding the broader definitions of success. Many people have felt that material things showed the worth of someone whether that person felt comfortable with these possessions or not.

The tendency to show off many trappings of affluence and material success is more likely to say to others that we are lacking in self-esteem or self-worth, than that we can afford it. The person with adequate self-esteem doesn't feel hostile toward others, doesn't experience extreme jealousy, isn't out to prove anything, can see the facts more clearly and isn't demanding in his claims on other people (Waitler, 1981, p. 30).

It is not just coincidence that many self-made millionaires have come from poverty and/or broken homes. In Gunther's (1972) The Very, Very Rich and How They Got That Way, he explores the personality of the self-made superrich and what motivates them. Some common traits are: over one-half have lost one or both parents early in life, over one-half failed to graduate from high school and many (twice the normal rate) have been married more than once. When these people are looked at in the context of self-esteem, most started with the environment of a low-esteem person, and, consequently, money and power became important to them. To be so strongly motivated to go beyond the basic necessities, requires a singular drive to obtain the material things in life. The super-rich

described in Gunther's book seem to be to many the epitome of success but an individual has many needs in his adult life. How the world is perceived determines a lot of what is obtained in a feeling of success and accomplishment in fulfilling these needs.

### Hierarchy of Needs

Maslow's (1954) Hierarchy of Needs is a model for which man can understand his needs better (see Figure 2). Man works first to satisfy basic physiological needs. If an individual is hungry or thirsty, for example, all other needs will be ignored or pushed aside until the hunger or thirst is satisfied.

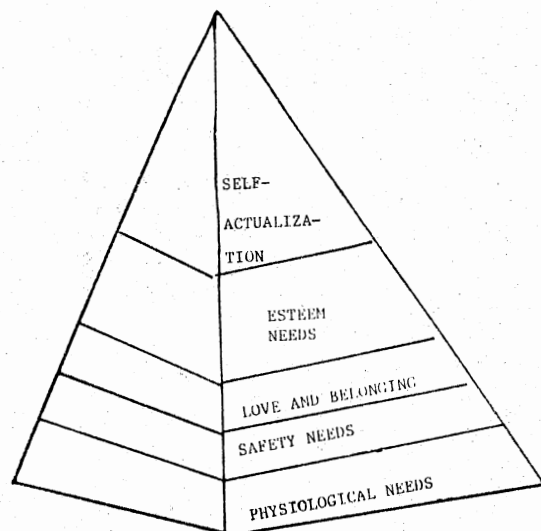


Figure 2. Maslow's Hierarchy of Needs.

Once a person's physiological needs are relatively gratified, there emerges a new set of needs, which Maslow calls "the safety needs" or such things as security, stability, protection and law and order. If both physiological and safety needs are fairly well met consistently, there will arise the needs for love and a sense of belonging. At the next level, emerge the "esteem needs", which are classified in two subsidiary sets:

1. The desire for strength, achievement, mastery competence and
2. The desire for prestige or reputation--status, fame, glory, dominance, recognition.

The uppermost level in Maslow's (1954) hierarchy is the need for self-actualization. This involves the person doing what he, as an individual, is best fitted for.

A musician must make music, an artist must paint, a poet must write, if he is to be ultimately at peace with himself. What a man can be, he must be. This term (self-actualization) first coined by Kurt Goldstein . . . refers to man's desire for self-fulfillment, namely, to the tendency for him to become actualized in what he is potentially (p. 76).

Maslow cautions against applying the hierarchy of needs too rigidly. People vary in the extent to which they feel these needs. The boundaries between the need levels are often vague, and the needs are neither necessarily conscious or unconscious.

For instance, if I may assign arbitrary figures for the sake of illustration, the average citizen may be satisfied, perhaps 85 percent in his physiological needs, 70 percent in his safety needs, 50 percent in his love needs, 40 percent in his self-actualization needs (p. 76).

Since Maslow's (1954) Motivation and Personality was published in 1954, many observers feel the situation has changed. Van Zandt (1980) believes the self-actualization quotient is much higher now.

People are motivated differently than they were in the '60's and the '70's. People today are self-actualists. The notion of keeping up with the Joneses is a dead idea. People want quality, not quantity, in their lives, and the definition of quality is highly individual (p. 3).

### Adults Searching for Meaning

Lindeman's (1925) The Meaning of Adult Education in 1925 was important in explaining why adults search for meaning in their lives.

Small groups of aspiring adults who desire to keep their minds by confronting pertinent situations; who dig down into the reservoirs of their experience before resorting to texts and secondary facts; who are lead in the discussion by teachers who are also searchers after wisdom and not oracles; this constitutes the setting for adult education, the modern quest for life's meaning (p. 11).

Who are these aspiring adults? Lindeman then uses the Greek ideal:

. . . they are searchers after the good life. They want to count for something; they want their experiences to be vivid and meaningful; they want their talents to be utilized; they want to know beauty and joy; and they want all of these realizations of their total personalities to be shared in communities of fellowship. Briefly, they want to improve themselves; This is their realistic and primary aim. But they want also to change the social order so that vital personalities will be creating a new environment in which their aspirations may be properly expressed (p. 14).

Frankl (1963), through his experiences in the concentration camp Auschwitz developed the theory he called logotherapy.

Man's search for meaning is a primary force in his life and not a "secondary rationalization" of instinctual drives. This meaning is unique and specific in that it must and can be fulfilled by him alone; only then does it achieve a significance that will satisfy his own will to meaning (p. 154).

Frankl's theory speaks of the "will to meaning" in contrast to Freud's "will to pleasure" or Adler's "will to power" (p. 154). This "will to meaning" is what gives a sense of fulfillment in our lives.

. . . The meaning of life differs from man to man, from day to day and from hour to hour. What matters, therefore, is not the meaning of life in general but rather the specific meaning of a person's life at a given moment . . . everyone has his own specific vocation or mission in life; everyone must carry out a concrete assignment that demands fulfillment . . . in a work, each man is questioned by life; and he can only answer to life by answering for his own life; to life he can only respond by being responsible. There, logotherapy sees in responsibility the very essence of human existence. (Frankl, 1963, p. 172).

### The Importance of Attitude

Carnegie (1952), in How to Win Friends and Influence People, dealt with how people can understand each other better and communicate more effectively. Throughout the book, the author stressed that people have certain basic wants and desires and if a person can understand these wants and desires better, he can eliminate much of the barriers in his communication that blocks him from the successes he wants. This book offered success to be a balanced effort including understanding and acceptance of individuals their professions, their families and the people around them.

One of the most influential books ever written on achievement and success was Think and Grow Rich by Hill in 1937 (Stone, 1981). Napoleon Hill had been tasked by Carnegie in 1917 to research the achievers of the era and formulate a success philosophy. This research took 20 years and was composed of interviews and Carnegie's own philosophy of success. Hill discovered four main traits: (1) a definiteness of purpose, (2) a strong desire to achieve, (3) a strong positive attitude, and (4) strong success habits (punctuality, control of tobacco and alcohol, etc.).

Hill's (1960) philosophy of achievement has been responsible for many monetary successes, but many have also achieved a better outlook on life and became more satisfied with themselves. Hill stated:

1. "Whatever the mind of man can conceive and believe, it can achieve" (p. 37).
2. "There are no limitations to the mind, except those we acknowledge" (p. 54).
3. "Every adversity, every failure and every heartache carries with it the seed of an equivalent or greater benefit" ( p. 21).
4. "Happiness is found in doing not merely in possessing" (p. 63).

Hill's (1960) philosophy included that success was the doing of a task and not the end result of that task. Paramount in this "doing" is the desire for what you are doing and that is where Hill's philosophy meets Bolle's agricultural model . Man can develop that desire through introspection and self-study to find his own environment.

Stone (1972) developed with Hill a later version of this success philosophy in Success Through a Positive Mental Attitude published in 1960. This book described how a person's attitude was all-important in gaining success in all facets of one's life. From this new insight, he can understand better that how he perceives things has a great deal to do with his response to these things. A strong belief in oneself, the habit of going the extra mile (earning more than he is paid) and the universal law of compensation (what is given away will be returned many time over) are facets of this up-dated version of Hill's success philosophy. The book stresses the point that if a person's attitude is good, he can overcome obstacles, raise his standard of living, strengthen his family ties and generate a piece of mine he may not have known before this time.

According to Stone (1981), The Bible has been instrumental in forming many of the attitudes toward success we have in the United States today. The Bible (1972) offers several passages for thought concerning success. Many have used its teachings to lead a more successful life (Stone, 1981). The following passages were taken from The Bible (1972):

"As a man thinketh in his head, so is he" (Proverbs 23:7)

"If thou canst believe all things are possible to him that believeth" (Mark 9:23).

"Faith without works is dead" (James 9:20).

"Ask and it shall be given to you; seek and ye shall find; knock and it shall be opened to you" (Matthew 7:7).

#### Conclusion

In conclusion, the definition of success has evolved from a restricted one of money, power or recognition to a more complex, one of self-fulfillment. Theories, including Maslow's Hierachy of Needs, Bolles' agricultural model, the achievement philosophies of Hill and Stone, the writings of Lindeman and Frankl, the teachings of The Bible and others, generate thought as for what success would mean for each individual.



## CHAPTER III

### METHODOLOGY

#### Introduction

The purpose of this study was to determine how success is perceived by different income levels. This chapter includes (1) Description and Selection of Subjects, (2) Creation of the Interview Schedule, (3) Collection of Data and (4) Analysis of Data.

#### Description and Selection of Subjects

Thirty individuals were interviewed to determine what their definition of success was, and whether they felt they were a success according to their own definition. Subsequent questions dealt with the interviewer's attitude toward why it is important to him to become a success, what his goals and aspirations might be, how he feels about failure and the sacrifices involved in becoming a success. The individuals were categorized into three basic income levels: (1) Group A: \$15,000 a year or less would represent the subsistence level; (2) Group B: between \$15,000 and \$60,000 a year would represent the diversified middle class; and (3) Group C: \$60,000 a year or more would represent the affluent (Porter, 1981). All of the subjects are people the author had access to personally both on a formal or informal basis. Most subjects were from the Oklahoma City area, but others were from North Carolina and Florida.

### Creation of the Interview Schedule

The interview method was employed by the author for the in-depth answers and the flexibility of the responses. There was no set time limitation, but a minimum of 10 minutes was required of these subjects. The interview questions were compiled by the author to cover a wide range of attitudes and opinions toward success. Follow-up questions were asked depending on the subject's initial response. The intent was to clarify and broaden answers. See Appendix A for a copy of the final questionnaire.

A field test was conducted of the first draft of questions to be included in the interview. Approximately two subjects were chosen from each category and their responses were noted, as well as their comments on the question itself, looking for clarity and meaning. Revisions were made as a result of this field test.

### Collection of Data

A 24-question, open-ended interview format was used for the study. The interviews were conducted primarily face to face, although a small minority were done by mail, because of the distance involved. The interview time ranged from ten minutes to two and one-half hours. The average time of the interviews were approximately 20 minutes.

### Analysis of Data

To analyze the data collected from the subjects, the author compiled the responses of each category. The findings were then organized according to interview-questions and presented in table format using number and

percentage. The author also included comments expressing the subjective nature of the response to form a total representation.

## CHAPTER IV

### PRESENTATION OF FINDINGS

In this section, the results of the interview schedule within each group are presented in detail. An attempt was made by the author to allow the subjects freedom to relate other opinions they might have to the questions being asked.

Findings were organized according to interview questions and presented in table format using percentage. Each group had 10 responses for each question except for Question 24. Also, observations by the researcher are included in this chapter to provide additional insight into the responses.

The average age of Group A and Group B was approximately the same (34 years) but Group C had an average age of more than 10 years than either of the other two groups. Group A consisted mostly of women (70% to 30%) while both Group B and Group C were almost all men. No one with a College degree was in Group A but education was a dominate factor in both Group B and Group C. The income means for the groups show the wide range of incomes of the subjects.

Because of the realitively small size of each group, (n=10) normal statistical methods in showing significance did not prove reliable. Comparisons among groups was discussed using percentages of that group responding in a particular way. From these results, general trends were noted.

TABLE I  
DEMOGRAPHIC INFORMATION ON THE  
SUBJECTS OF THE STUDY

	Group A	Group B	Group C
Average age	35.4 years	33.0 years	46.8 years
Educational Level			
Less than High School	0%	0%	10%
High School	100%	60%	50%
College degree	0%	30%	10%
Graduate degree(s)	0%	10%	30%
Sex			
Male	30%	100%	90%
Female	70%	0%	10%
Income mode	\$12,000 a year	\$33,500 a year	\$ 77,000 a year
Income mean	\$11,600 a year	\$33,500 a year	\$123,600 a year
Geographic Location			
Oklahoma City	100%	100%	70%
North Carolina	0%	0%	10%
Florida	0%	0%	20%

#### Question 1: Individual Definitions of Success

Responses to Question 1 are given in Table II. Many different responses to Question 1 ("What is your definition of success?") were given. These responses were grouped into four broad categories by the author: (1) financial success, (2) personal success, (3) career success and (4) combinations of the above.

The results show that success was not considered just wealth by these subjects. Success means different things to different people and Table II shows the wide range of responses.

TABLE II  
RESPONSES BY INCOME GROUP TO  
DEFINITION OF SUCCESS

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
<u>Financial Success</u> (financial independence, material gains, etc.)	0%	20%	20%
<u>Career Success</u> (job you want, career you enjoy, etc)	40%	0%	20%
<u>Personal Success</u> (personal fulfillment, personal happiness, etc)	30%	30%	30%
<u>Combinations</u> (Achievement of one's goals, self-satisfac- tion with a comfortable income, etc)	30%	50%	30%

For Group A, Career Success had the highest percentage (40%) followed closely by Personal Success and the Combination category (30%). No one (0%) in Group A picked just financial considerations.

Group B and Group C did not show as many differences. Group C was more career minded than Group B (20% versus 0%) but Group B expressed success to be more of a combination of factors (50% to 30%) than Group C.

### Question 2: Do You Feel You Are A Success?

Responses to Question 2 are presented in Table III. Several responses to Question 2 ("Do you feel you are a success?") were given. These responses were grouped into four categories by the author, (1) yes (2) mostly, (3) some degree and (4) no.

TABLE III  
RESPONSES BY INCOME GROUP TO QUESTION  
ABOUT FEELING SUCCESSFUL

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
<u>Yes</u>	30%	30%	80%
<u>Mostly</u>	10%	30%	10%
<u>Some degree</u>	30%	30%	10%
<u>No</u>	30%	10%	0%

The results show that Group C had a much higher percentage of "yes" answers (80% versus 30%) than Group A or Group B. There was not nearly the difference in percentages between Group A and Group B with Group A answering "no" more often (30% versus 10%).

### Question 3: Past Experiences Versus Destiny

Responses to Question 3 are presented in Table IV. Five responses to Question 3 ("Do you feel a person's success is largely determined by

his past experiences and environment or is it something inborn and destined to happen?") were given.

TABLE IV  
RESPONSES BY INCOME GROUP TO QUESTION  
CONCERNING WHAT DETERMINES SUCCESS

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Past experiences and environment	70%	40%	30%
Inborn	0%	0%	10%
Both	20%	50%	50%
Desire is the difference	10%	10%	0%
Combination of initia- tive, desire & ability	0%	0%	10%

Group A strongly believed that success was determined by our past experiences in comparison to Group B and Group C (70% versus 40% and 30%). There were only slight differences in the responses to the question from Group B and Group C. Fifty percent of Group B and Group C answered both (past experiences and environment and inborn) to this question with the majority of the remainder answering just past experiences and environment.

#### Question 4: Components of Success

Responses to Question 4 are presented in Table V. Several responses



to Question 4 ("There are several components to being a success: (1) desire, (2) organized planning, (3) persistence, (4) faith, (5) help from others, and many others. Which do you think is the most important?") were given. The responses were grouped into six categories by the author: (1) desire, (2) persistence, (3) organized planning, (4) faith, (5) confidence, and (6) all of the components.

TABLE V  
RESPONSES BY INCOME GROUP TO QUESTION RELATED TO THE  
MOST IMPORTANT COMPONENT OF BEING A SUCCESS

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Desire	50%	40%	90%
Persistence	20%	20%	10%
Organized planning	10%	20%	0%
Faith	10%	10%	0%
Confidence	0%	10%	0%
All of the components	10%	0%	0%

Group C strongly believed desire was the most important component compared to the other groups (90% versus 50% and 40%). There was not much difference between Group A and Group B in response to this question. Both had "desire" as the most common answer but other factors were included.

### Question 5: Components People Lack

Responses to Question 5 are presented in Table VI. Several responses to Question 5 ("What component (from Question 4) do you feel most people lack?") were given. These responses were grouped into 12 categories by the author.

TABLE VI  
RESPONSES BY INCOME GROUP TO QUESTION CONCERNING  
COMPONENTS OF SUCCESS MOST  
PEOPLE LACK

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Desire	30%	10%	60%
Persistence	10%	30%	20%
Organized planning	10%	10%	0%
Faith	20%	10%	0%
Lack of confidence	10%	10%	0%
Motivation	0%	10%	0%
Factors beyond his control	0%	10%	0%
Don't realize - have to work	10%	0%	0%
Lack of education	10%	0%	0%
Inability to see things as they are	0%	0%	10%
Satisfaction with the minimum in life	0%	0%	10%
Don't know	0%	10%	0%

Group C believed strongly that desire was the most common component lacking in people (60% versus 30% and 10%) in comparison to Group A and Group B. In comparing Group A with Group B, Group A chose desire more often (30% versus 10%) but Group B chose persistence more often (30% versus 10%). The remainder of the responses were distributed throughout a variety of different factors.

#### Question 6: Plan To Fail or Fail To Plan

Responses to Question 6 are presented in Table VII. Three responses to Question 6 ("Agree or Disagree. It is not that most people plan to fail, they just fail to plan") were given.

TABLE VII  
RESPONSES BY INCOME GROUP TO STATEMENT THAT  
MOST PEOPLE DO NOT PLAN TO FAIL, THEY  
JUST FAIL TO PLAN

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	100%	80%	90%
Disagree	0%	10%	0%
Don't know	0%	10%	10%

The findings from this question showed all three groups basically agreed with the statement. The "agree" responses of Group A (100%) were more than Group B (80%) or Group C (90%).

### Question 7: Specific Goals

Responses to Question 7 were presented in Table VIII. Two responses to Question 7 ("Do you have specific goals in your pursuits?") were given.

TABLE VIII  
RESPONSES BY INCOME GROUP CONCERNING SPECIFIC GOALS

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
yes	90%	100%	80%
no	10%	0%	20%

The findings from this question showed all 3 groups basically answered "yes" to this question. The "yes" responses of Group B (100%) were more than Group A (90%) or Group C (80%).

### Question 8: Cowardice or Conformity

Responses to Question 8 are presented in Table IX. Two responses to Question 8 ("Agree or Disagree. The opposite of bravery is not cowardice but Conformity"), were given.

Group B showed the only difference between the other two groups. Fifty percent of Group B agreed with the statement whereas 70% of both Group A and Group C agreed with the statement. The responses for Group A and Group C were identical for this question.

TABLE IX

RESPONSES BY INCOME GROUP TO STATEMENT THAT  
THE OPPOSITE OF BRAVERY IS NOT  
COWARDICE BUT CONFORMITY

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	70%	50%	70%
Disagree	30%	50%	30%

#### Question 9: Fear of Criticism

Responses to Question 9 are presented in Table X. Three responses to Question 9 ("Agree or Disagree. Most people fail at new ideas because of the fear of criticism") were given.

TABLE X

RESPONSES BY INCOME GROUP TO STATEMENT THAT MOST  
PEOPLE FAIL AT NEW IDEAS BECAUSE OF THE  
FEAR OF CRITICISM

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	90%	80%	100%
Disagree	10%	10%	0%
Don't know	0%	10%	0%

The findings from this question showed all three groups basically agreed with the statement. The "agree" responses for Group C (100%) were more than Group A (90%) or Group B (80%).

#### Question 10: Men That Don't Think

Responses to Question 10 are presented in Table XI. Three responses to Question 10 ("Agree or Disagree. Dr. Albert Schweitzer once said that the reason men do not succeed is that they simply don't think") were given.

TABLE XI  
RESPONSES BY INCOME GROUP TO STATEMENT THAT THE  
REASON MEN DO NOT SUCCEED IS THAT THEY  
SIMPLY DON'T THINK

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	80%	90%	100%
Disagree	20%	0%	0%
Don't know	0%	10%	0%

The findings from this question showed all three groups basically agreed with the statement. The "Agree" responses for Group C (100%) were more than Group A (80%) or Group B (90%).

#### Question 11: Low Aim

Responses to Question 11 are presented in Table XII. Three

responses to Question 11 ("Agree or Disagree. James Russell Lowell once said that it is not failure, but low aim that is the crime in life") were given.

TABLE XII  
RESPONSES BY INCOME GROUP TO STATEMENT THAT IT  
IS NOT FAILURE, BUT LOW AIM THAT IS  
THE CRIME IN LIFE

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	80%	70%	100%
Disagree	20%	20%	0%
Don't know	0%	10%	0%

Group C had a much higher percentage that agreed with the statement than the other two groups. (100% versus 80% for Group A and 70% for Group B). There was not much difference between Group A and Group B in the responses to this question.

#### Question 12: We are Where We Want To Be

Responses to Question 12 are presented in Table XIII. Five responses to Question 12 ("Agree or Disagree. We are where we are because we want to be there") were given.

TABLE XIII

RESPONSES BY INCOME GROUP TO STATEMENT THAT  
WE ARE WHERE WE ARE BECAUSE WE  
WANT TO BE THERE

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	40%	80%	90%
Disagree	30%	20%	10%
Maybe in transition	10%	0%	0%
Depends on economic status	10%	0%	0%
Don't know	10%	0%	0%

Group A had a much lower percentage that agreed with the statement than the other two groups (40% versus 80% for Group B and 90% for Group C). There was not much difference between Group B and Group C in the responses to this question.

#### Question 13: Must Help Others

Responses to Question 13 are presented in Table XIV. Two responses to Question 13 ("Agree or Disagree. To be truly successful, a man must help others be successful") were given.

The findings from this question show all three groups basically agreed with the statement. The "agree" responses for Group C (90%) were slightly higher than Group A (80%) and Group B (80%).



TABLE XIV  
RESPONSES BY INCOME GROUP TO STATEMENT THAT  
TO BE TRULY SUCCESSFUL, A MAN MUST  
HELP OTHERS BE SUCCESSFUL

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	80%	80%	90%
Disagree	20%	20%	10%

#### Question 14: Things that Prevent Success

Responses to Question 14 are presented in Table XV. Seven responses to Question 14 ("Four basic things prevent success. Do you agree with these or are there others? (1) Never Start, (2) Lack of Belief, (3) Past Experiences, (4) Fear") were given.

Group A, income under \$15,000, had a higher percentage (90% versus 70% and 60%) of responses that agreed with all of the factors given in the question. Group B and Group C responses were more specific in giving an answer. In comparison, Group A tended to answer "all of the above" without going into detail.

#### Question 15: Wealth or Success

Responses to Question 15 are presented in Table XVI. Four responses to Question 15 ("Which is stressed more in our society-wealth or success?") were given.

TABLE XV  
RESPONSES BY INCOME GROUP TO QUESTION  
CONCERNING THINGS THAT PREVENT  
SUCCESS

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Never Start, Lack of Belief, Past Experiences, Fear	90%	70%	60%
All of the Above plus Stupidity	0%	0%	10%
Never Start	10%	0%	10%
Fear	0%	10%	10%
Handicaps- Mental and Physical	0%	0%	10%
Family Holds People Back	0%	10%	0%
Lack of Desire	0%	10%	0%

TABLE XVI  
RESPONSES BY INCOME GROUP TO QUESTION CONCERNING  
WHETHER WEALTH OR SUCCESS IS STRESSED  
MORE IN OUR SOCIETY

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Wealth	80%	60%	100%
Success	20%	10%	0%
Both	0%	20%	0%
The first brings the second	0%	10%	0%

Group C, income over \$60,000, clearly believed society stressed wealth over success in comparison to Group A and Group B (100% versus 80% for Group A and 60% for Group B). In comparison with Group A, Group B had a lower percentage 60% to 80%) that believed society stressed wealth over success but an additional 20% from Group B said that both wealth and success were stressed.

#### Question 16: More Money

Responses to Question 16 are presented in Table XVII. Three responses to Question 16 ("Do you feel you will make more and more money every year?") were given.

TABLE XVII  
RESPONSES BY INCOME GROUP TO QUESTION RELATING  
TO BELIEF THAT ADDITIONAL MONEY WILL BE  
MADE EVERY YEAR.

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Yes	70%	80%	60%
No	20%	10%	30%
Don't know	10%	10%	10%

Group B, income between \$15,000 and \$60,000 had the highest percentage (30% versus 70% and 60%) that believed they would make more and more money each year. In comparison to Group A, Group C had a slightly lower percentage (60% to 70%).

### Question 17: Earn A Lot of Money

Responses to Question 17 are presented in Table XVIII. Two responses to Question 17 ("Agree or Disagree. You can earn alot of money only after you are successful") were given.

TABLE XVIII  
RESPONSES TO STATEMENT BY INCOME GROUP THAT  
YOU CAN EARN ALOT OF MONEY ONLY  
AFTER YOU ARE SUCCESSFUL

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Disagree	90%	80%	70%
Agree	10%	20%	30%

Group A had the highest percentage (90% versus 80% for Group B and 70% for Group C) that agreed with the statement. In comparison to Group B, Group C had a lower percentage (70% versus 80%).

### Question 18: Unprepared for Retirement

Responses to Question 18 are presented in Table XIX. Six responses were given to Question 18 ("From age 25 to 65, the following happens to each 100 men; one becomes rich, four become financially secure, three are working because they have to, 29 have died, and 63 others are unable to maintain \$600 in a savings account. What do you feel is the biggest factor as to why so many people are unprepared for their retirement?").

TABLE XIX  
RESPONSES BY INCOME GROUP TO QUESTION  
CONCERNING REASONS FOR PEOPLE  
NOT BEING PREPARED  
FOR RETIREMENT

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Failure to plan	80%	60%	60%
State of the economy	10%	10%	0%
Willing to settle for less	0%	10%	10%
Reasons from Question 14	0%	0%	20%
The "system"	0%	10%	0%
Don't know	10%	10%	10%

Group A, income under \$15,000, had a higher percentage of individuals (80% versus 60% for Group B and 60% for Group C) who said that "failure to plan" was the biggest factor why so many people at age 65 were without adequate funds. Twenty percent of Group C responses were the same reasons given in Question 14 (see Table XV).

#### Question 19: Circumstances Will Be Given

Responses to Question 19 are presented in Table XX. Two responses were given to Question 19 ("Agree or Disagree. People who fail many times believe that circumstances will be given to them, that they will not have to search for ways to become successful").

TABLE XX

RESPONSES BY INCOME GROUP TO STATEMENT CONCERN-  
ING PEOPLE WHO FAIL BELIEVING THAT  
CIRCUMSTANCES WILL BE SUCH THAT  
THEY WILL NOT HAVE TO SEARCH  
FOR WAYS TO BECOME  
SUCCESSFUL

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	60%	70%	80%
Disagree	40%	30%	20%

The findings from this question indicate that the higher the income group, the more likely the response will be "agree". Group A had the lowest number of "agree" responses (60%) and Group C had the highest number (80%).

#### Question 20: Progressive Realization

Responses to Question 20 are presented in Table XXI. Four responses to Question 20, ("Success is the progressive realization of a worthy ideal. According to this definition, do you feel you are a success?") were given.

The findings from this question show all three groups basically responded by saying "yes" to the question. Group B, income between \$15,000 and \$60,000, had a slightly higher percentage (80% versus 70% for the other two groups) that said "yes" and also the least percentage of those that said "no" (10% versus 20% for the other two groups).

TABLE XXI  
RESPONSES BY INCOME GROUP RELATED TO  
DEFINITION OF SUCCESS AS  
PROGRESSIVE REALIZATION  
OF A WORTHY IDEAL

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Yes	70%	80%	70%
Most of the time	0%	0%	10%
Sometimes	10%	10%	0%
No	20%	10%	20%

#### Question 21: The Fear of Loss

Responses to Question 21 are presented in Table XXII. Eight responses were given to Question 21 ("The fear of loss is greater than the hope of gain. Does this apply to being or not being successful?").

Group A, income under \$15,000, had the lowest percent (80% versus 90% for Group B and Group C) that answered "yes". The results for Group B and Group C were very similiar.

#### Question 22: Things we value

Responses to Question 22 are presented in Table XXIII. Two responses were given to Question 22 ("Agree or Disagree. Things we pay for in one way or another, we value. Things that are given to us, we have difficulty in valuing").

TABLE XXII

RESPONSES BY INCOME GROUP TO PERCEPTION OF  
SUCCESS AS RELATED TO FEAR OF LOSS  
GREATER THAN THE HOPE OF GAIN

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Yes answers			
Yes (no explanation)	40%	60%	60%
Yes-must gamble some	20%	10%	10%
Not willing to make changes	10%	0%	10%
If you feel motivated go for it	0%	10%	0%
Same as Question 14	0%	0%	10%
Afraid of being left behind	0%	10%	0%
Must work for the future	10%	0%	0%
Yes=total	80%	90%	90%
Don't know	20%	10%	10%
No	0%	0%	0%

TABLE XXIII

RESPONSES BY INCOME GROUP TO STATEMENT THAT  
THINGS PAID FOR ARE VALUED MORE THAN  
THINGS GIVEN

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Agree	70%	80%	90%
Disagree	30%	20%	10%



Group C, income greater than \$60,000 had the highest percentage (90% versus 70% for Group A and 80% for Group B) of responses that agreed with the statements. In comparison to Group A, Group B had a higher percentage (80% to 70%).

#### Question 23: Self-Motivating Techniques

Responses to Question 23 are presented in Table XXIV. Twelve responses were given to Question 23 ("Do you use any self-motivating techniques to increase your productivity or develop an attitude? (autosuggestion, music, exercise, etc)").

Group C, income greater than \$60,000, had the most total yes answers (90%) followed by Group B (80%) and Group A (70%). There were a variety of responses for those that said "yes" from all three groups. Group C was most likely to tell what did help them (80% versus 60% for Group B and 40% for Group A) with autosuggestion, reassessments and a desire to get better being the most common responses.

#### Question 24: Significant Difference

Responses to Question 24 are presented in Table XXV. Two responses were given to Question 24 ("If yes in Question 23, does what you do make a significant difference?").

Group C had the highest percentage of "yes" answers (78%) and Group A had the lowest percentage (71%). The higher the income group the more likely "yes" was the response.

TABLE XXIV  
RESPONSES BY INCOME GROUP TO QUESTION  
RELATING TO SELF-MOTIVATING  
TECHNIQUES

	Group A < \$15,000 N=10	Group B \$15,000-\$60,000 N=10	Group C > \$60,000 N=10
Yes (didn't name them)	30%	20%	10%
Yes			
Autosuggestion	10%	10%	20%
Reassessments	0%	10%	20%
Faith in God	10%	10%	0%
Get Away from it all	0%	0%	10%
Encouragement from spouse	0%	0%	10%
Music	10%	0%	0%
Seminars	0%	10%	0%
Exercise	10%	0%	0%
Desire to get better	0%	10%	20%
Yes-total	70%	80%	90%
No	10%	20%	10%
No answer	20%	0%	0%

TABLE XXV  
RESPONSES BY INCOME GROUP TO PERCEPTIONS  
OF SELF-MOTIVATING TECHNIQUES MAKING  
A DIFFERENCE

	Group A < \$15,000 N=17	Group B \$15,000-\$60,000 N=8	Group C > \$60,000 N=9
Yes	71%	75%	78%
No	29%	25%	72%

### Observations

Since the interview technique was utilized by the researcher, observations concerning how the responses were given to the interviewer were made. This was in addition to the content of the responses.

Group C, income greater than \$60,000, had many interviewees who were confident and thorough in how they gave their answers. They as a group were quick to answer with little reaction time, but yet gave the most complete and thoughtful answers. Several times the researcher sensed that the members of this group had dealt with these issues before and they had opinions already formed.

Group A, income under \$15,000, in contrast to Group C, had more confusion in their answers and their reaction time was, generally speaking, much longer. They were more likely to require the interviewer to repeat a question due to inattentiveness or by not understanding what was meant. Several times it was necessary to rephrase the questions and/or provide examples to get across the meaning to members of this group.

Group B, income between \$15,000 to \$60,000, showed traits of the other two groups. There was more variety in this group than the other two groups with no unique traits exhibited.

### Summary

Twenty-four questions were asked of the three income levels on success and their attitude toward success. Generalizations about the manner of responses as well as the actual answers were presented.

Group C, those subjects with incomes more than \$60,000, tended to feel that (1) they as individuals were a success the most often, (2) desire was the main factor in becoming a success, (3) low aim was a crime in their lives, (4) wealth was definitely stressed more than success in our society, (5) people must actively search for circumstances in order to become successful, (6) self-motivating techniques were important to them and (7) these techniques made a significant difference in becoming successful. This group answered these questions in a confident and thorough manner with little reaction time.

Group A, those subjects with incomes less than \$15,000 a year tended to feel that (1) they wanted to establish success in their careers first, (2) they generally did not think of themselves as successful, (3) success was largely determined by our past experiences and environment and not also inborn factors, (4) where we are in life is not because we want to be there, (5) the factors why we fail are not generally noteworthy, (6) we can become successful only after we make alot of money, (7) poor planning is the main reasons why retirement will not be satisfactory for many of us, and (8) self-motivating techniques were not as important nor specified in this group. This group had more confusion in understanding the questions and organizing their answers. Their reactions were much slower than Group A.

Group B, those subjects with incomes between \$15,000 and \$60,000 a year tended to show characteristics of the other two groups. This group did tend to feel that (1) persistence was an important factor in success, (2) bravery and conformity were not opposites and (3) they will make more and more money every year. This group showed a variety of traits in how these answers were given.

## CHAPTER V

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### Introduction

In this chapter, the study is concluded by offering a summary and discussion of the results in three parts. The first section gives an overview and summary of the complete study. The researcher's conclusions are presented next, and recommendations for further research and practice are presented in section three.

#### Summary

How people perceive success has been undergoing changes in the past few years with people realizing that a narrow economic attitude toward success is being replaced by a more personalized attitude. With these changes, people need to better understand their attitudes toward success and how these attitudes will influence their degree of success.

The purpose of this study was to compare the attitudes people have toward success categorized by income level so that insight can be offered into how a person can become more successful regardless of what income category applies. By using the attitudes expressed by Group C as a model, a person can develop his own attitude toward success to develop emotionally as well as financially.

The interview method used by the researcher provided the opportunity to talk and discuss at length the personal observations and feelings

these subjects had toward success and what it meant to them. Thirty subjects from three broad income categories were interviewed. Most of these subjects were from the Oklahoma City area although a few were from North Carolina and Florida.

The findings of this study indicate that the three groups have general similarities in attitudes within their own group in how they perceive success and what it takes to become successful. How these answers were given to the interviewer also offered insight into these similarities.

### Conclusions

The conclusions of this study were:

1. The research method was effective in gathering opinions from the subjects concerning success and what it means to them.
2. The members of each group showed generally similar traits and attitudes within their own group toward success and what it meant to them.
3. A list of factors and attitudes distinguished the highly successful from the less successful using economic criteria.

### Recommendations

The results of this study have implications for practice and further research. An individual could use the results of this study to increase his level of success by the following:

1. An individual can reassess and possibly redefine what success means to him to establish clearer goals in his pursuits.
2. An individual can compare his attitudes toward success with Group C's general attitudes and see possible differences in his perception of success.

3. An individual could develop the self-motivating techniques used by the more successful subjects in the study to increase his level of success.

Additional research areas developed from information related to this study are as follows:

1. Conduct a study of common traits and attitudes of highly successful individuals to form as a model to less successful individuals.

2. Conduct a study of individuals who have increased their levels of success to offer insight into what changes in attitudes were including the self-motivating techniques that were used.

3. Conduct a study of the cause/effect relationships involved in success to better understand the role of attitudes.

4. Conduct a study of attitudes toward success dependent on the subjects geographic area, family and personal background, race, age, sex, marital status or any of a number of other factors.

5. Conduct a study of the different attitudes exhibited using the interview method in comparison to those using a large random sampling of questionnaire responses.

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## APPENDIXES

NAME \_\_\_\_\_

## ATTITUDES TOWARD SUCCESS QUESTIONNAIRE

1. What is your definition of success?
2. Do you feel you are a success? What is the deciding factor?
3. Do you feel a person's success is largely determined by his past experiences and environment or is it something inborn and destined to happen? Any comments?
4. There are several components to being a success: (1) desire, (2) organized planning, (3) persistence, (4) faith, (5) help from others, and many others. Which do you think is the most important? Why?
5. What component do you feel most people lack? Why?
6. Agree or Disagree. It is not that most people plan to fail, they just fail to plan.
7. Do you have specific goals in your pursuits? Do you determine these goals or does someone else?
8. Agree or Disagree. The opposite of bravery is not cowardice but conformity.
9. Agree or Disagree. Most people fail at new ideas because of the fear of criticism.
10. Agree or Disagree. Dr. Albert Schweitzer once said that the reason men do not succeed is that they simply don't think. We are what we think.
11. Agree or Disagree. James Russell Lowell once said, "It is not failure, but low aim that is the crime in life."
12. Agree or Disagree. We are where we are because we want to be there.
13. Agree or Disagree. To be truly successful, a man must help others be successful.
14. Four basic things prevent success. Do you agree with these and are there any others?
  - (1) never start
  - (2) lack of belief
  - (3) past experiences (successes and failures)
  - (4) fear
15. Which is stressed more in our society- Wealth or Success?

16. Do you feel you will make more and more money every year?
17. Agree or Disagree. You can earn alot of money only after you are successful?
18. From age 25 to 65 the following happens to each 100 men.  
One becomes rich, four becomes financially secure, three are working because they have to, 29 have died, and 63 others are unable to maintain \$600 in a savings account. What do you feel is the biggest factor as to why so many people are unprepared for their retirement?
19. Agree or Disagree. People who fail many times believe that circumstances will give to them, that they will not have to search for ways to become successful.
20. Success is the progressive realization of a worthy idea. According to this definition, do you feel you are a success?
21. The fear of loss is greater than the hope of gain. How does this apply to being or not being successful?
22. Agree or Disagree. Things we pay for in one way or another, we value. Things that are given to us, we have difficulty in valuing.
23. Do you use any self-motivating techniques to increase your productivity or develop an attitude? (autosuggestion, music, exercise, etc.)
24. If yes in question 23, does what you do make a significant difference? Explain.

COMMENTS:

VITA

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